



IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-53APP (GP-064-05-US)**

Applicants: **Yingwei Claire CUI et al.**

Serial No.: **10/649,585**

Filing Date: **August 27, 2003**

Title: **IMPROVING CONTENT-TARGETED ADVERTISING USING  
COLLECTED USER BEHAVIOR DATA**

Examiner: **Not yet assigned**

Group Art Unit: **2673**

Mail Stop Missing Parts  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**REQUEST FOR A TWO-MONTH EXTENSION OF TIME**

In response to a "Notice to File Missing Parts of Application" (PTO-1533), which set a time for response to expire on January 24, 2004, please extend that period two-months to expire on March 24, 2004. The fee of **\$ 420.00** has been included with the check for \$4,194.00 filed herewith.

Respectfully submitted,

  
John C. Pokotylo, Attorney  
Reg. No. 36,242  
Customer No. 26479  
(732) 542-9070

March 24, 2004

03/31/2004 MDAMTE1 0000008 10649585

05 FC:1252

420.00 OP

STRAUB & POKOTYLO  
620 Tinton Avenue  
Bldg. B, 2<sup>nd</sup> Floor  
Tinton Falls, NJ 07724-3260

**CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)**

I hereby certify that this correspondence is being deposited on **March 24, 2004** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

John C. Pokotylo  
John C. Pokotylo

36,242  
Reg. No.